

Appl. No. 09/818,125
Amdt. Dated October 31, 2005
Reply to Office Action of August 3, 2005

Attorney Docket No. 81747.0191
Customer No.: 26021

REMARKS

This application has been carefully reviewed in light of the Office Action dated August 3, 2005. Claims 1-23 remain in this application. Claims 1, 16, 22, and 23 are the independent Claims. Claims 1, 16, and 22 have been amended. It is believed that no new matter is involved in the amendments or arguments presented herein. Reconsideration and entrance of the amendment in the application are respectfully requested.

Claim Objection

Claim 22 was objected to as being improper dependent form. In response, Claim 22 has been rewritten in independent form incorporating all the limitations of the original base claim. Reconsideration and withdrawal of the above objection are respectfully requested.

Art-Based Rejections

Claims 1-15 and 23 were rejected under 35 U.S.C. § 103(a) over U.S. Patent No. 6,650,429 (Marshall) in view of U.S. Patent No. 6,401,074 (Sleeper), and further in view of U.S. Patent No. 6,430,603 (Hunter). Claims 16-22 were rejected under § 103(a) over Sleeper and further in view of Hunter.

The Office Action listed Hunter as U.S. Patent No. 6,650,429, the same number listed for Marshall. Based on citations in previous Office Actions, Applicant assumes Hunter's U.S. Patent No. to be 6,430,603.

Applicant respectfully traverses the rejections and submits that the claims herein are patentable in light of the clarifying amendments above and the arguments below.

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The Marshall Reference

Marshall is directed to a system for distributing a retail environment one or more packets of information. The information is provided to receiver-printer-dispensers (RPDS) at a remote locations via a pager network. (*See, Marshall; Abstract*).

The Sleeper Reference

Sleeper is directed to a method and system for displaying and/or broadcasting promotional and informational messages to a customer during a retail transaction. (*See, Sleeper; Col. 1, lines 5-10*). According to Sleeper, an augmented point-of-sales (POS) system including capabilities for real-time displaying and broadcasting of commercial information is provided. Each front-end POS is augmented with an auxiliary display for presenting promotional information to a customer during the course of a retail transaction. (*See, Sleeper; Col. 1, lines 51-57*).

The Hunter Reference

Hunter is directed to a system and method of permitting commercial advertisers to directly send advertisements electronically to the network for display at locations and times selected by the advertisers. (*See, Hunter; Col. 1, 7-18*). According to Hunter, the system includes a network having a plurality of electronic displays. A customer of the system accesses the system via the internet. (*See, Hunter; Col 2, lines 50-66; Col. 2, line 66 – Col. 3, line 6; Fig. 1*).

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The Claims are Patentable Over the Cited References

The present application is generally directed to a system and method for printing advertising information on a receipt issued by a point-of-service (POS) terminal.

Independent Claim 1

As defined by amended independent Claim 1, a network system has a server system connectable to a client PC via the Internet, and to a POS system having a POS terminal device. The POS terminal device has at least a display device and a printing device. The network system includes a first server providing (a) means for storing an application page containing an advertising placement application form, and (b) means for sending the application page containing the application form to the client PC in response to a request from the client PC. A second server, separate from the first server, provides (c) means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form. A central computer, separate from the first and second servers, provides (d) means for distributing specific data in the input information to a POS system in a specified area specified by the client PC. The second server provides (e) control means for controlling printing the advertising placement information on the POS system receiving the distribution.

Marshall does not teach or suggest all the features of present invention as defined by amended independent Claim 1. In particular, Marshall does not teach or suggest, "a first server providing: ...(b) means for sending the application page containing the application form to the client PC in response to a request from the client PC," as required by amended independent Claim 1. Moreover, Marshall does

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not teach or suggest, "a second server, separate from the first server, providing: (c) means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form," as required by amended independent Claim 1. Furthermore, Marshall does not teach or suggest, "a central computer, separate from the first and second servers, providing: (d) means for distributing specific data in the input information to a POS system in a specified area specified by the client PC," as required by amended independent Claim 1.

Marshall teaches an in-store distribution network comprising an in-store server that wirelessly distributes advertising coupons to in-store printers. The in-store server includes eight major components including subscriber directory 10, system control center 20, message bank 30, database manager 40 and transmission sequence 50 compiler, which are software modules. (*See Marshall; FIG. 1; Col. 6, lines 1-37*). The in-store server is updated with a conventional database program, such as Oracle, dBase, Paradox.

Marshall does not provide a means for sending the application page containing the application form to the client PC in response to a request from the client PC. Moreover, Marshall does not provide a means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form. Even though Hunter teaches that a customer may transmit advertising content on-line through the Internet, Marshall fails to teach or suggest providing necessary means to send an application form, receive advertising content from an external PC via the Internet, and store the input information received from the client PC. In fact, as previously discussed, Marshall actually discourages and thus teaches away from the use of the Internet to deliver advertising information. (*See Marshall; Col. 2, lines 9-18; Col. 4, lines 4-8*).

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The server of Marshall does not interact with a separate client PC or a separate central computer in a manner as required by the claims of the present invention. Marshall simply provides a single in-store server that wirelessly communicates with a plurality of in-store printers to deliver and print advertising coupons. Marshall does not provide a server connectable to a client PC via the Internet. Marshall actually discourages the use of the Internet to deliver advertising information. Marshall states that severe reach limitations of Internet systems are eliminated since the system can operate in a broadcast mode, which is optimal for mass message delivery. (*See Marshall, Col. 4, lines 4-8*).

In addition, Marshall does not teach or suggest the use of a central computer that provides a means for distributing specific data in the input information to a POS system in a specified area specified by the client PC. Marshall teaches a single in-store server that merely communicates with several in-store printers for printing advertising coupons to customers that are in the store. The in-store server of Marshall does not communicate with a separate central computer for distributing advertising information to a POS system having a plurality of POS devices. Even though Marshall suggests that the server or computer system may comprise a plurality of separate but interconnected or networked computer systems (*see Marshall, Col. 6, lines 29-35*), Marshall fails to specifically teach or suggest how these networked computer systems are actually connected together to function in a manner as required by the claims of the present invention.

The ancillary Sleeper and Hunter references fail to remedy the deficiencies of Marshall. For example, even though Hunter teaches that a customer may transmit advertising content on-line through the Internet, Marshall fails to teach or suggest providing necessary means to send an application form, receive advertising content from an external PC via the Internet, and store the input information received from

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the client PC. Accordingly, even if Hunter and Marshall could be combined, the combination would not function in the same manner as the present invention.

Accordingly, the applied references do not teach or suggest the above features of the present invention as recited in the amended independent Claim 1.

Since the cited references fail to disclose, teach or suggest the above features recited in amended independent Claim 1, these references cannot be said to anticipate or render obvious the invention which is the subject matter of the claim.

Accordingly, amended independent Claim 1 is believed to be in condition for allowance and such allowance is respectfully requested.

Applicant respectfully submits that independent Claim 23 is allowable for the least the same reasons as those discussed in connection with amended independent Claim 1.

Independent Claim 16

Sleeper does not teach or suggest all the features of present invention as defined by amended independent Claim 16. In particular, Sleeper does not teach or suggest, "(a) sending an application page containing an advertising placement application form in response to a request from the client PC with a first server of the server system," as required by amended independent Claim 16. Moreover, Sleeper does not teach or suggest, "(b) receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form with the first server, "(c) calculating an advertising fee based on the input information with a second server of the server

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system, which separate form the first server," as required by amended independent Claim 16.

Sleeper discloses adding an additional auxiliary display to a POS system for displaying promotional information. The additional auxiliary display allows a customer to view the promotional information during a retail transaction. (See, *Sleeper*; Col. 1, lines 5-10; Col. 1, lines 51-57; Abstract). The POS system has a PC and a backroom server. (See, *Sleeper*, Figure 1). Moreover, Sleeper discloses charging money for displaying the promotional information on the additional auxiliary display. (See, *Sleeper*; Col. 9 line 60 to Col. 10, line3).

Sleeper has the at least the same deficiency as Marshall. In particular, Sleeper is silent regarding a means for sending the application page containing the application form to the client PC in response to a request from the client PC. Moreover, Sleeper is silent regarding a means for receiving and storing input information containing advertising placement information provided by the client PC in accordance with the application form. Furthermore, Sleeper is silent regarding the method of calculating the advertising fee, and the use of a first server and a second server relating thereto.

The ancillary Hunter reference is not seen to remedy the above deficiency as are Marshall and Sleeper. Accordingly, Applicant respectfully submits that the amended independent Claim 16 is allowable over Sleeper and Hunter for the least the same reasons as those discussed in connection with amended independent Claim 1.

The remaining claims depend either directly or indirectly from amended independent Claims 1 and 16, and recite additional features of the invention which

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are neither disclosed nor fairly suggested by the applied references and are therefore also believed to be in condition for allowance.

Conclusion

In view of the foregoing, it is respectfully submitted that the application is in condition for allowance. Reexamination and reconsideration of the application, as amended, are requested.

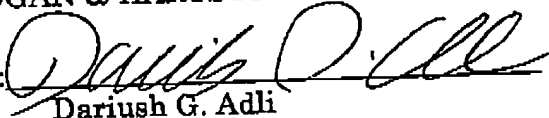
If for any reason the Examiner finds the application other than in condition for allowance, the Examiner is requested to call the undersigned attorney at the Los Angeles, California telephone number (213) 337-6809 to discuss the steps necessary for placing the application in condition for allowance.

If there are any fees due in connection with the filing of this response, please charge the fees to our Deposit Account No. 50-1314.

Respectfully submitted,

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Date: October 31, 2005

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